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AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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BEST MARCH EVER FOR MAJOR HOUSEHOLD APPLIANCES

CHICAGO -- The major appliance industry shipped 3,387,300 units -- 23.2% more than the same month last year -- for the largest March shipment in history, reports the Association of Home Appliance Manufacturers (AHAM).

March was also the third consecutive 3-million-unit month, ending 1984's first quarter above 9.6 million units -- the second highest shipment for any calendar quarter. Total shipments this year are 36.5% ahead of 1983's first quarter.

"A huge backlog of pent-up demand," explains AHAM President Robert Holding, "is the main reason for repeated record shipments. By AHAM's count, over 288 million major appliances will be replaced over the next several years."

Outstanding quarterly gains -- 98.8% and 78.3% respectively -- were recorded for microwave ovens (1,909,300 units) and room air conditioners (933,900 units). All other major appliances showed significant quarterly gains ranging from 16.7% to 32.8%, except freezers.

March was the best month in history for disposers (368,300 units) and the best March ever for microwave ovens (614,700 units). It was the best March since 1979 for refrigerators (508,900 units), electric ranges (259,500 units), electric dryers (233,000 units) and automatic washers (419,500 units).

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
March, 1984

	March 1984	March 1983	% Change	Calendar Year to Date 1984	1983	% Change
ALL MAJOR APPLIANCES**	3,387.3	2,748.5*	+23.2%	9,672.1	7,803.7*	+36.5%
ROOM AIR CONDITIONERS	504.5	307.4*	+64.1	933.9	523.8*	+78.3
DEHUMIDIFIERS	83.7	80.0*	+ 4.6	171.6	133.4*	+28.6
DISHWASHERS - TOTAL	258.1	248.1*	+ 4.0	808.2	658.4*	+22.8
Built-In	241.3	227.5	+ 6.1	743.2	598.7	+24.1
Portable	16.8	20.6*	-18.4	65.0	59.7*	+ 8.9
DISPOSERS	368.3	308.5*	+19.4	1,079.8	864.8*	+24.9
COMPACTORS	11.8	11.1*	+ 6.3	41.3	31.1*	+32.8
REFRIGERATION - TOTAL	598.1	519.2*	+15.2	1,715.7	1,416.0*	+21.2
Refrigerators	508.9	403.8*	+26.0	1,429.1	1,103.9*	+29.5
Freezers - Total	89.2	115.4*	-22.7	286.6	312.1*	- 8.2
Upright	43.6	51.7	-15.7	136.2	142.9	- 4.7
Chest	45.6	63.7*	-28.4	150.4	169.2*	-11.1
ELECTRIC RANGES - TOTAL	259.5	232.3*	+11.7	756.6	606.1*	+24.8
Free Standing	210.5	182.4*	+15.4	602.1	481.3*	+25.1
Built-In	49.0	49.9*	- 1.8	154.4	124.9*	+23.6
MICROWAVE OVENS/RANGES***	614.7	356.2*	+72.6	1,909.3	960.4*	+98.8
HOME LAUNDRY - TOTAL	706.9	702.8	+ 0.6	2,310.9	1,930.8	+19.7
Washers - Total	419.5	419.6	--	1,326.1	1,136.8	+16.7
Automatic	419.5	412.9	+ 1.6	1,326.1	1,118.8	+18.5
Wringer & Other	#	6.7	#	#	18.0	#
Dryers - Total	287.4	283.2	+ 1.5	984.8	794.0	+24.0
Electric	233.0	226.7	+ 2.8	784.7	630.0	+24.6
Gas	54.5	56.6	- 3.7	200.0	164.1	+21.9

* Revised
** Numbers do not add because of overlapping product categories
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
\# Series discontinued